

## SENATE RESOLUTION No. \_\_\_\_

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### DIGEST OF INTRODUCED RESOLUTION

A SENATE RESOLUTION honoring the 60th anniversary of  
WSLM 1220 AM on February 14, 2013.

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**YOUNG R**

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\_\_\_\_\_, read first time and referred to Committee on

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## SENATE RESOLUTION

MADAM PRESIDENT:

I offer the following resolution and move its adoption:

1       A SENATE RESOLUTION honoring the 60th anniversary  
2       of WSLM 1220 AM on February 14, 2013.

3       *Whereas, WSLM 1220 AM was founded on Valentine's Day,*  
4       *1953 in Salem, Indiana, by Don Martin. The station was*  
5       *originally scheduled to begin broadcasting on Christmas Day,*  
6       *1952, but this was delayed due to the theft of equipment by a*  
7       *pirate radio station;*

8       *Whereas, The Associated Press dubbed the station "The*  
9       *Sweetheart Station of the Nation" due to the obstacles*  
10       *overcome prior to their first broadcast;*

11       *Whereas, Don's daughter, Becky, started her own FM*  
12       *station, 97.9, and TV station, WHAN TV 17, in 1993 and 1994*  
13       *respectively. After Don passed away on August 22, 2010, Becky*  
14       *was given operational control of the AM station;*

15       *Whereas, The two radio stations broadcast a variety of*  
16       *genres, including oldies, news, sports, gospel, bluegrass,*  
17       *classic rock, and country. Notable programming includes Texas*  
18       *Ed's bluegrass show on weekday afternoons, the twice-daily*  
19       *"Swap Shop" show that offers listeners a free way to buy, trade,*



1 *or sell items, and the Saturday morning show Trivia, which*  
 2 *offers listeners a chance to answer religious-oriented questions*  
 3 *to win prizes;*

4 *Whereas, WSLM 1220 AM is the exclusive Kentuckiana*  
 5 *broadcaster of Purdue Sports and the Cincinnati Reds. WSLM*  
 6 *97.9 FM is the exclusive Kentuckiana broadcaster for IU sports*  
 7 *and NASCAR racing;*

8 *Whereas, Don worked diligently to promote businesses in*  
 9 *Salem and the rest of Southern Indiana by participating on*  
 10 *boards and festivals throughout the region and working with*  
 11 *local businesses to create advertising opportunities;*

12 *Whereas, Don and the radio stations have been known for*  
 13 *their many unique promotions, including Scanty Santies, Pie in*  
 14 *the Sky, and Duck Drop, which was parodied on the hit TV*  
 15 *show WKRP in Cincinnati; and*

16 *Whereas, WSLM has recently renovated their station by*  
 17 *upgrading to all digital equipment to improve sound quality,*  
 18 *and by modifying their transmitters in order to reach a wider*  
 19 *audience. The two stations reach a total of 3.6 million people*  
 20 *in Indiana, Ohio, and Kentucky: Therefore,*

21 *Be it resolved by the Senate of the*  
 22 *General Assembly of the State of Indiana:*

23 SECTION 1. The Indiana Senate honors WSLM 1220 AM on  
 24 providing 60 outstanding years of broadcasting excellence and  
 25 dedication to Indiana businesses.

26 SECTION 2. The Secretary of the Senate is hereby directed to  
 27 transmit copies of this resolution to Greg White.

